

Department of Permitting and Inspections

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MEMORANDUM

To: Design Advisory Board
From: Scott Gustin
Re: 65 Main Street
Date: April 27, 2021

File: ZP21-0816SN
Location: 65 Main Street
Zone: FD5 **Ward:** 3C
Parking District: Multi-Modal Mixed Use
Date application accepted: March 29, 2021, complete April 6, 2021
Applicant/ Owner: 65 Main Street Associates, LLC
Request: Install new directory sign – seeking alternative compliance as to directory sign dimensions

Overview:

The applicant is seeking approval to install a new directory sign on the front façade of 65 Main Street. Directory signs are permissible and are subject to the standards of Sec. 7.2.5, *Directory Signs*, of the Comprehensive Development Ordinance. Directory signs are limited to 18” width by 36” height. The applicant is seeking approval for a 24.01” X 42.85” directory sign. No other relief is sought. The proposed sign location is acceptable.

Sec. 7.1.11, *Alternative Compliance*, allows for variation from the standards of Article 7 subject to review and approval by the Development Review Board upon recommendation by the Design Advisory Board. The applicant is seeking such relief in this application.

Sec. 7.1.11; Alternative Compliance

a) The relief sought is necessary in order to accommodate unique circumstance or opportunity;
There is nothing in the application that suggests the larger sign dimensions are necessary to accommodate a unique circumstance or opportunity. 65 Main Street is a fairly typical commercial building in downtown Burlington. A compliant directory sign could fit, just as this larger directory sign could fit.

b) The relief, if granted, will yield a result equal to or better than strict compliance with the standard being relieved;
The larger sign will allow for larger text, rendering it perhaps more legible than smaller text. The larger sign would be at least equally as good as a compliant sign.

c) The relief, if granted, is the minimum variation necessary from the applicable standard to achieve the desired result;

The proposed sign is some 63% larger in area than a compliant sign. Per criterion *a)* above, there is really nothing unique about this property that requires a larger directory sign. Such a substantial increase over the standard directory sign dimensions seems to go beyond the minimum variation necessary in any event.

d) The relief, if granted, will not impose an undue adverse burden on adjacent properties; and,
The larger directory sign has no undue adverse burden on adjacent properties. It is fully contained within the Main Street façade of the building.

e) The remainder of the sign will otherwise be developed consistent with the purpose of this Article, and all other applicable standards.

No other relief is sought. Placement next to a building entrance and overall sign height on the ground floor of the building are acceptable.

RECOMMENDED MOTION:

Recommend denial and forward to the Development Review Board.